

# CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT (CTBID) BOARD

## October 15, 2009 AGENDA

1:00 p.m.  
City of Carlsbad  
1635 Faraday Avenue, Room 173B  
Carlsbad, CA

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### **NOTICE TO THE PUBLIC:**

1. Meetings are divided into categories shown below
2. When you are called to speak, please come forward and state your name and address.
3. All persons requiring assistance or auxiliary aids in order to effectively participate may contact the Administrative Services Office (760-602-2430) at least 24 hours prior to the meeting to arrange for reasonable accommodations.

### **PUBLIC COMMENT:**

If you desire to speak about an item not listed on the agenda, a pink "Time Reservation Request" form should be filed with the Board Minutes Clerk. A total of 15 minutes is provided for the Public Comment portion of the Agenda. Speakers are limited to three (3) minutes each.

If you desire to speak concerning an item listed on the agenda, a white "Time Reservation Request" form should be filed with the Board Minutes Clerk. Each speaker is limited to three (3) minutes each. Please remember to state your name and address for the record.

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### **I. CALL TO ORDER**

1:00 p.m.

### **II. ROLL CALL**

**CONSENT CALENDAR:** The items listed under Consent Calendar are considered routine and will be enacted by one motion as listed. There will be no separate discussion on these items prior to the vote, unless an item is removed.

### **(C) III. APPROVE MINUTES OF JULY 16, 2009**

To approve the minutes of the July 16, 2009 meeting of the CTBID Board of Directors.

### **(C) IV. AB 09-09-48 ACCEPT JUNE 30, 2009 ANNUAL REPORTS FROM CARLSBAD CONVENTION AND VISITORS BUREAU AND SAN DIEGO NORTH CONVENTION AND VISITORS BUREAU**

Accept the annual reports from the Carlsbad Convention and Visitors bureau and San Diego North Convention and Visitors Bureau dated June 30, 2009.

### **(C) V. AB 09-09-49 APPROVE APPOINTMENT TO VISIT CARLSBAD BOARD**

Approve the recommendation by the Visit Carlsbad Board to appoint Denise Chapman to their Board.

## **REPORTS AND DISCUSSION ITEMS:**

### **VI. STAFF REPORT**

Staff will provide the following reports at this time:

- 1) Financial Update and review of revenue projections

### **VII. DISCUSSION ITEMS**

- Update by Reint Reinders and Associates

### **VIII. NEXT MEETING**

Set date for next meeting

Agenda Items to include:

-

**The remainder of the categories is for reporting purposes. In conformance with the Brown Act, no public testimony and no Board action can occur on these items.**

### **GENERAL COUNSEL COMMENT**

### **PUBLIC COMMENT**

### **ADJOURNMENT**

# MINUTES

**MEETING OF:** CARLSBAD TOURISM BUSINESS IMPROVEMENT  
DISTRICT BOARD (Regular Meeting)  
**DATE OF MEETING:** July 16, 2009  
**TIME OF MEETING:** 1:00 p.m.  
**PLACE OF MEETING:** Room 173A, Faraday Administrative Center,  
1635 Faraday Avenue

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**CALL TO ORDER:** Chair Shute called the Meeting to order at 1:09 p.m.

**ROLL CALL** was taken by the Deputy Clerk, as follows:

**Present:** Shute, Stripe, Canepa, Becerra and Cima.  
**Absent:** Howard-Jones.

## **MINUTES FOR APPROVAL:**

Minutes from the Special Meeting held May 5, 2009.  
Minutes from the Regular Meeting held May 19, 2009.

Board Member Cima announced he would abstain from approving the Minutes due to his absence from the meetings.

Board Member Nayudu requested the Minutes of May 19, 2009 be amended to reflect that the new marketing brochure is not replacing the visitor guide or rack card.

On a motion by Board Member Stripe the Board approved the Minutes of May 5, 2009 as presented and the Minutes of May 19, 2009 as amended.

## **DISCUSSION OF CONSENT CALENDAR ITEMS:**

### **STAFF REPORT:**

#### 1) Financial Update

Staff Liaison Cheryl Gerhardt gave the financial staff report and PowerPoint Presentation (Exhibit 1 to Minutes).

Ms. Gerhardt highlighted the ending balances in the 2008-09 fiscal budget of the CTBID. She then provided a comparison of the two fiscal years, 2008-2009. She also highlighted and reviewed the 2009-10 budget for the Board. She said that the revenue to the CTBID was approximately \$20,000 more than estimated.

Board Member Canepa asked about the CTBID's contingency account fund balance.

Ms. Gerhardt responded that there is currently approximately \$90,000 available but by the end of the fiscal year it is anticipated that the balance will be approximately \$31,000.

The Board concurred to review its ongoing agreements against CTBID revenues received during a fall meeting, stating it would have an improved indication based on revenues received over the peak months to be able to determine if it could continue the agreements.

2) Introduction of Jeff Perry, General Manager of the Crossings at Carlsbad

Jeff Perry, General Manager of the Crossings at Carlsbad Golf Course, explained that the Crossings had been working on the Endless Summer Campaign.

Deputy City Manager Cynthia Haas, announced she was transitioning in for Jim Elliott as the ex-officio member (non-voting) of the Board, appointed by the City Manager.

**AB 07-09-46 CTBID GRANT REQUESTS**

Mrs. Gerhardt provided a brief background on the grant program.

Lynn Flanagan, representing the Carlsbad Marathon, said that the Marathon was on track for a successful event. She added that corporate sponsorship is below anticipated projections and that entry fees might have to make up the difference.

Joni Miringoff, representing ArtSplash came forward to address the Board. Ms. Miringoff provided the Board with a highlight of activities that would be taking place during the event.

She added that ArtSplash is working with Mindgruve on marketing a package for attendees to the event.

In response to an inquiry from Board Member Nayudu , Chad Robley President of Mindgruve, said that the website for ArtSplash would coordinate with the Endless Summer marketing campaign.

Board Member Cima stated he would like to see grant recipients be required to provide exposure to VisitCarlsbad with their marketing and advertising materials.

Board Membe Canepa moved to award the grants to the Carlsbad Marathon and ArtSplash without requirements. The motion failed.

In response to an inquiry from Board Member Cima, Ms. Flanagan and Ms. Miringoff said that databases of attendees to their event that lived out the area could be provided to VisitCarlsbad if the information was not used for profitable gain.

**ACTION:** On a motion by Board Member Cima, the Board approved Resolution No. 2009-6, as amended, allocating funding in the amount of \$10,000 to In Motion Events for the 2010 Carlsbad Marathon in accordance with the CTBID Guidelines, and on condition that In Motion Events works with VisitCarlsbad promoting Carlsbad tourism; and, allocating funding in the amount of \$7,200 to Artsplash for Artsplash 2009, in accordance with the CTBID Guidelines, and on condition that Artsplash works with VisitCarlsbad promoting Carlsbad tourism

**AYES:** Shute, Stripe, Canepa, Beccera, and Howard-Jones.

**NOES:** None

**ABSTAIN:** None

**VII. AB 07-09-47 REPORT FROM MINDGRUVE:**

Reint Reinders from Reint Reinders & Associates gave the report and PowerPoint Presentation on Phase I of the Endless Summer Campaign by Mindgruve. (Exhibit 2 to Minutes.)

Mr. Reinders suggested that any future grant request to the CTBID be reviewed and recommended through VisitCarlsbad.

Mr. Reinders stated that Mindgruve will be returning to the Board in the future to discuss further revenue tools.

Mr. Reinders additionally explained the analysis of the Endless Summer Campaign.

The Board accepted the report from Mindgruve.

**VIII. DISCUSSION ITEMS:**

Mr. Reinders informed the Board that the deadline to create a new VisitCarlsbad website is February 1, 2010. He added that the VisitCarlsbad Board is currently reviewing proposals.

**IX. NEXT MEETING:**

The date for the next meeting was set for October 15, 2009 at 1:00 p.m.

**ADJOURNMENT:**

By proper motion, the Regular Meeting of July 16, 2009 was adjourned at 2:25 p.m.

  
SHERRY FREISINGER  
Deputy Clerk

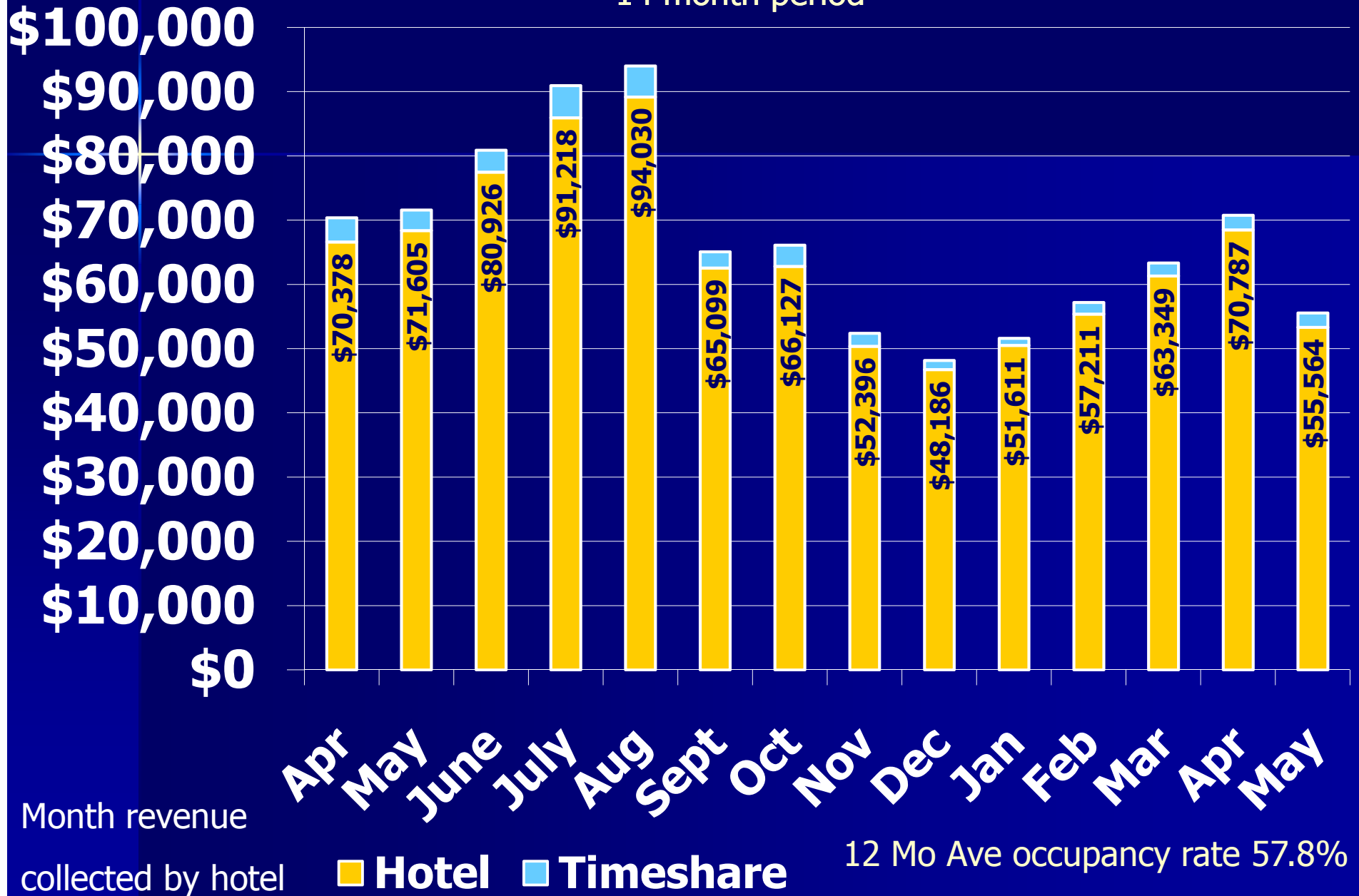
# Carlsbad Tourism Business Improvement District

## **Financial Update**

June 30, 2009

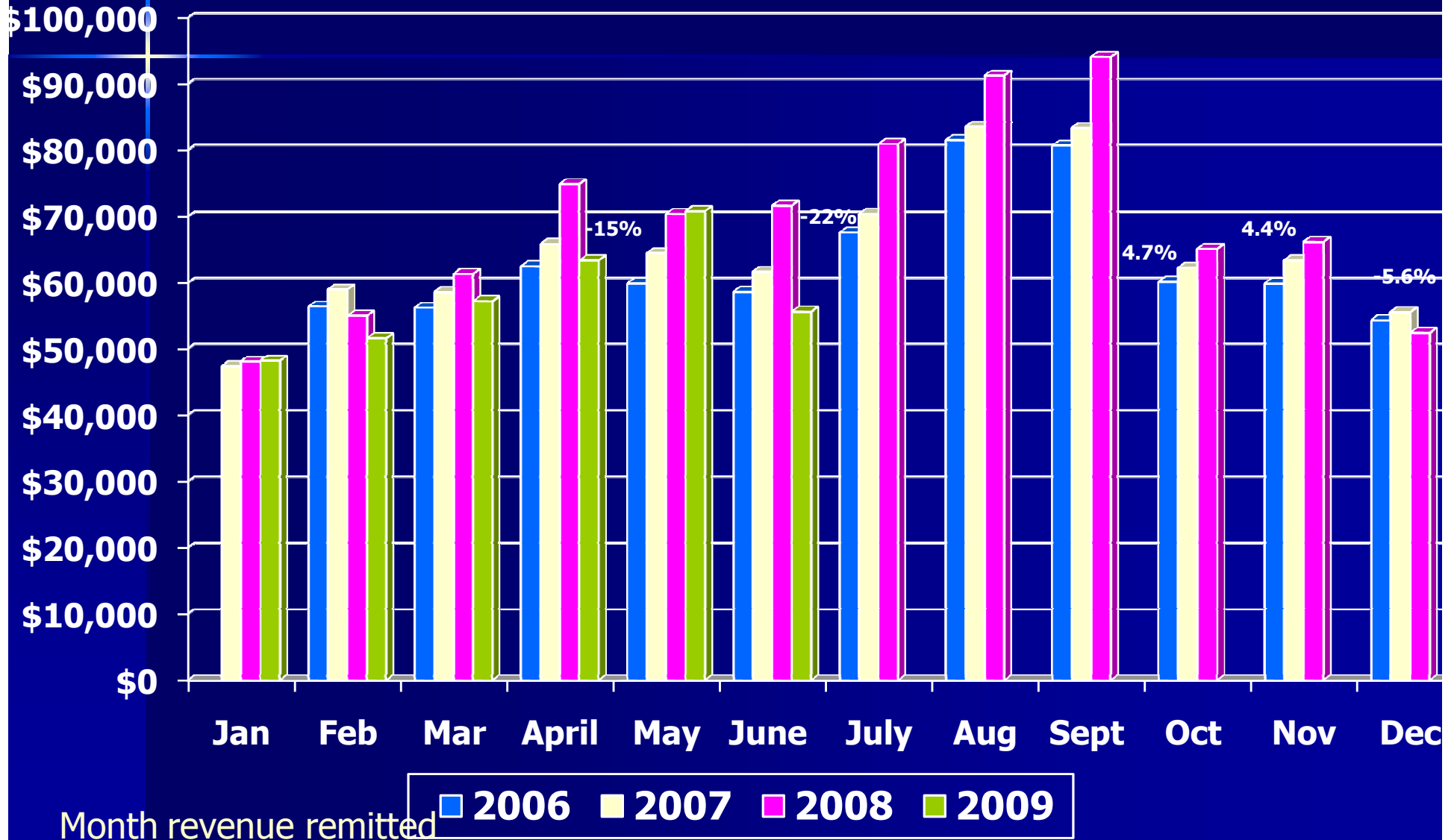
# CTBID Assessment Revenue

14 month period



# CTBID Assessment Revenue

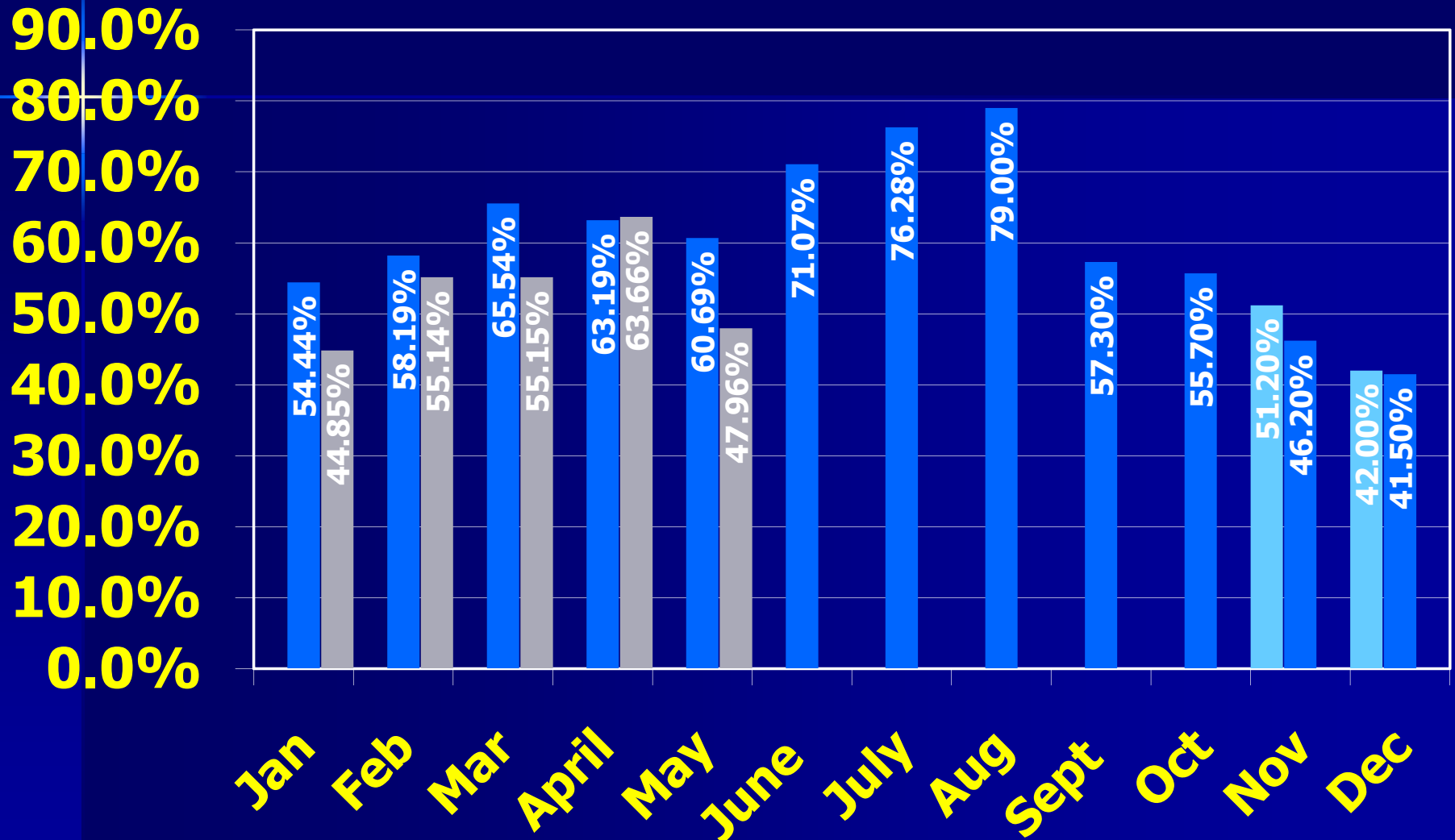
41 month period  
(since CTBID Inception)





# Monthly Occupancy rate\*

18 month period



Month of hotel stay

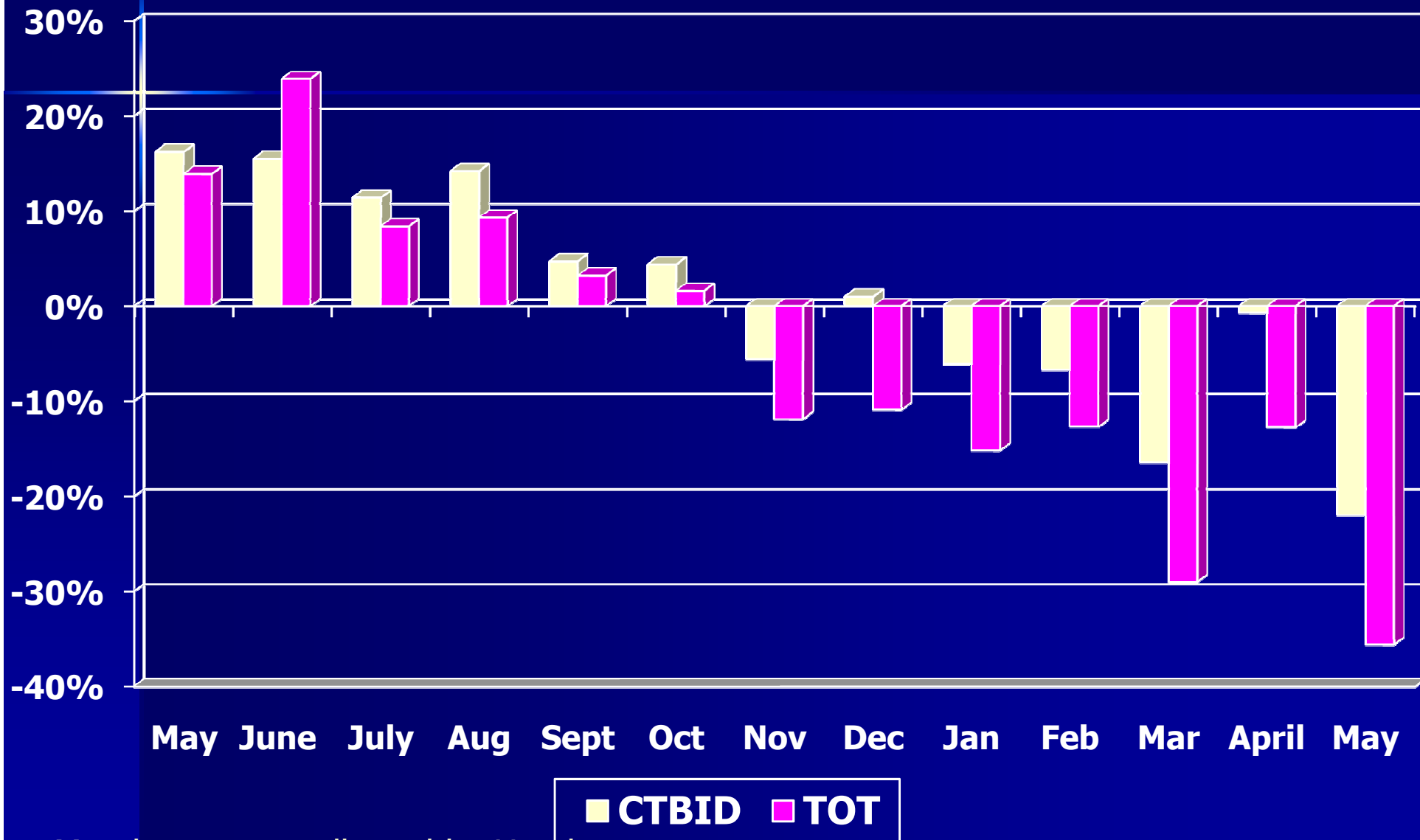
■ 2007 ■ 2008 ■ 2009

\*Does not include comp rooms

Ave occupancy rate 57.8%

# % Change over PY comparison

May 2008 – May 2009



Month revenue collected by Hotels

# 2008-09 Budget to Actual

Program Areas	Budget	Actual 6/30/09	Remaining Balance
<u>Revenues:</u>			
CTBID Assessment	775,000	796,220	21,220
Interest Earnings	10,000	11,404	1,404
Misc Revenues	150,000	150,000	0
Total Estimated Revenues	935,000	957,624	22,624
<u>Expenditures:</u>			
2% Admin Fee - City	16,500	15,701	799
CCVB Contract	448,000	374,000	74,000
SDNCVB Contract	110,000	110,000	0
Staff support	16,500	20,214	-3,714
CTBID Grants	40,000	16,539	23,461
RR&A Contract	120,000	109,400	10,600
Mindgruve - Phase I	350,000	314,832	35,168
Mindgruve – Endless Summer	250,000	150,042	99,958
Total Expenses	1,351,000	1,110,728	240,272

# FYTD 2008 vs 2009

Program Areas	Actual 30-June-08	Actual 30-June-09	\$ Difference	% Difference
<u>Revenues:</u>				
CTBID Assessment	820,126	796,220	-23,906	-2.9
Interest Earnings	18,375	11,404	-6,970	-37.9
Misc Revenues	0	150,000	150,000	100
Total Est Revenue	838,501	957,624	119,123	14.2
<u>Expenditures:</u>				
2% Admin. Fee - City	15,843	15,701	-142	-.9
CCVB Contract	448,800	374,000	-74,800	-16.7
SDNCVB Contract	110,000	110,000	0	0.0
Staff support	13,389	20,214	6,825	51.0
Pos Study/Mindgruve	58,518	464,874	406,356	694.4
CTBID Grants	0	16,539	16,539	100.0
RR&A Contracts	60,000	109,400	49,400	82.3
Total Expenses	706,549	1,110,728	404,178	57.2

# 2009-10 Budget

Program Areas	Budget
<u>Revenues:</u>	
CTBID Assessment	775,000
Interest Earnings	10,000
Total Estimated Revenues	785,000
<u>Expenditures:</u>	
2% Administrative Fee - City	16,500
VisitCarlsbad Contract	722,895
Staff support	16,500
CTBID Grants	20,000
RR&A contract	72,000
Total Budgeted Expenses	847,895

# Financial Highlights

- May CTBID Revenue collections \$55,564
- May TOT Revenue \$827,646
- May Occupancy rate 47.96%
- Last 12 months CTBID rev is about the same as the prior 12 month period
- Room count has been the same over last 12 mo
- Ave Occupancy rate last 12 months =57.86%
- Total number of hotel rooms 3,587 (one hotel under renovation 48 rooms)



## CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

<b>AB#</b>	<b>09-09-48</b>	<i>Accept Reports from Carlsbad Convention and Visitors Bureau and San Diego North Convention and Visitors Bureau for Period Ending June 30, 2009</i>	<b>CTBID STAFF</b>
<b>MTG.</b>	<b>10-15-09</b>		<b>GENERAL</b>
<b>DEPT.</b>	Admin Services		<b>COUNSEL</b>

### **RECOMMENDED ACTION:**

Accept reports from Carlsbad Convention and Visitors Bureau (CCVB) and San Diego North Convention and Visitors Bureau (SDNCVB) for period ending June 30, 2009.

### **ITEM EXPLANATION:**

The CTBID contracts with CCVB and SDNCVB to provide various tourism services. A requirement of each of their contracts is that they submit periodic reports on their activities and performance. Attached are their reports for the period ending June 30, 2009.

### **FISCAL IMPACT:**

None.

### **ENVIRONMENTAL IMPACT:**

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

### **EXHIBITS:**

1. Report from CCVB for period ending June 30, 2009.
2. Report from SDNCVB for period ending June 30, 2009.

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2430, [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)

<b>FOR CITY CLERKS USE ONLY.</b>					
<b>BOARD ACTION:</b>	<b>APPROVED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE SPECIFIC</b>	<input type="checkbox"/>	_____
	<b>DENIED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE UNKNOWN</b>	<input type="checkbox"/>	_____
	<b>CONTINUED</b>	<input type="checkbox"/>	<b>RETURNED TO STAFF</b>	<input type="checkbox"/>	_____
	<b>WITHDRAWN</b>	<input type="checkbox"/>	<b>OTHER – SEE MINUTES</b>	<input type="checkbox"/>	_____
	<b>AMENDED</b>	<input type="checkbox"/>			



# **Visit Carlsbad Semi-Annual Report**

January 1 – June 30, 2009





The third and fourth quarters of FY2009 provided a significant challenge to the Carlsbad Convention and Visitors Bureau and its staff. The prior Executive Director, Kurt Burkhardt left the CVB and the staff had a tremendous task of marketing Carlsbad without a clearly defined marketing plan. From December 15, 2008 to May 20, 2009 Frankie Laney, Public Relations Director, was appointed Interim Executive Director by the Board to ensure continuity and to manage all aspects of day-to-day operations for the Carlsbad CVB. Board Chairwoman, Nancy Nayudu and Treasurer, Bill Deering, were regularly available for advice on any marketing and media decisions.

Two highlights that happened during this time stand out as significant; first was the securing of a full-page ad that appeared in print and online with the CTC's annual *California Road Trips*. 1.5 million inserts were distributed throughout the western US. The second was an ad in the July issue of *Oprah Magazine*; purchased as a remnant, the ad garnered almost 2,000 leads, the most the CVB has ever received from a single ad. The buy also included four months on the popular website vacationfun.com and helped drive summer traffic to the CCVB's website, visitcarlsbad.com.

The CVB ended FY 2009 with a net income of -\$85,652 even though the remaining balance in the CCVB bank account was \$1,062. Part of the reason for the high loss was the CCVB was asked to forgo its last two funding payments equating to \$74,800. Had these payments been made the loss would only have been \$10,852 instead of \$85,652. At the very end of the report you will find the FY2009 Profit and Loss statement from January 1, 2009 to June 30, 2009.

The following will provide you with more details on additional media buys as well as the distribution of the Carlsbad visitors guide and lure brochure, and online bookings by our travel partner ARES.



### Fulfillment & Distribution of the Carlsbad Visitor Guide and the Carlsbad Destination Lure Brochure

Visit Carlsbad used two print pieces to meet fulfillment obligations, the Carlsbad Visitor Guide and the Carlsbad Destination Lure Brochure. 75,000 Visitor guides were made available in a select number of Official California Welcome Centers and allocated to Carlsbad hotels, motels and resorts. 60,000 lure brochures were distributed throughout Carlsbad's drive markets as well as special markets such as the British Columbia and Washington State's ferry systems. Distribution services were contracted through Certified Folder Display Services, Inc.

On a monthly average, the Visitor Information Center directly distributed 600 guides to those who visited the VIC requesting information about our community. Approximately 2,500 guides were also distributed monthly to Carlsbad lodging properties.

<u>Brochure Distribution Area</u>	<u>Number of Sites</u>
San Diego County Visitor Marketing Program	541
Orange County Tourism Systems Visitor Marketing Program	176
Los Angeles Area Tourism Systems Visitor Marketing Program	131
LAX/Long Beach Area Tourism Systems Visitor Marketing Program	154
Inland Empire Visitor Marketing Program	235
Palm Springs Area Visitor Marketing Program	159
Phoenix Corporate Program	80
Yuma/I-8 Area Visitor Marketing Program	84
Ontario International Airport Program	
San Diego International Airport (3 terminals)	
San Diego Visitor Information Center ~ Mission Bay	
WA State Ferry Program (entire system ~seasonal coverage)	
BC Ferry Program (main route package ~ seasonal coverage)	

### California Welcome Centers

San Francisco	Arcata	Auburn
Anderson	Merced	Pismo Beach
Barstow	Oxnard	San Bernardino
Santa Rosa	Yucca Valley	Oceanside



#### Distribution Area for Visitor Guides

- California Welcome Center ~ Oceanside
- San Diego International Visitor Information Center
- San Diego Visitor Information Center ~ Mission Bay
- Carlsbad resort/hotel/motel properties (monthly lobby distribution)
- 1-month distribution of Visitor Guides in Orange County during April 2009 to 406 sites.

#### Print Advertising

Visit Carlsbad purchased print ads in publications that had a high probability of readership by travelers who would find Carlsbad to be a destination of choice. Each ad provided readers with a call to action to either go online to [visitcarlsbad.com](http://visitcarlsbad.com) or call toll-free 1.800.CARLSBAD.

In the last six months of FY 08-09, staff responded to 7,979 BRC generated leads resulting from various print media buys.

Publication	BRC Leads	Readership
<i>Arthur Frommer's Budget Travel</i>	580	543,000
<i>CA State Visitors Guide</i>	1,031	1,250,000
<i>Conde Naste Traveler</i>	1,086	485,000
<i>National Geographic Traveler</i>	264	1,325,000
<i>Oprah Magazine</i>	1,940	1,830,000 *
<i>Travel 50 &amp; Beyond</i>	1,149	220,000
<i>Vacations 2008</i>	1,318	250,000
<i>Valley Press</i>	124	
Go-California.com	487	

\* Included in the Oprah Magazine advertising buy is a 4-month presence on VacationFun.com (currently rated in the top 10% of U.S. travel websites by Hitwise.) The site has an estimated 1.2 million user sessions during each issue's 4-month campaign. Our online ad will run through October 2009. In addition, two email blasts were sent to 50,000 Vacation.com users. To date the listing on has been viewed 4,016 times with 238 click-throughs since it was posted in July.





### Online Bookings

The Carlsbad CVB contracted with ARES to serve as its online booking engine for consumers.

Through ARES, the CVB was able to provide prospective visitors with a convenient, online solution to purchasing hotel rooms and attractions tickets.

Date	Hotel Orders			Attraction Orders			Total Orders		
	Orders	Nights	Revenue	Orders	Tickets	Revenue	Orders	Nts/Tx	Revenue
January '09	22	47	\$ 5,599	3	13	\$ 585	25	60	\$ 6,184
February '09	48	124	\$ 12,814	4	20	\$ 1,015	52	144	\$ 13,829
March '09	119	310	\$ 37,501	36	132	\$ 6,860	155	442	\$ 44,360
<b>Q3 Totals</b>	<b>189</b>	<b>481</b>	<b>\$ 55,914</b>	<b>43</b>	<b>165</b>	<b>\$ 8,460</b>	<b>232</b>	<b>646</b>	<b>\$ 64,373</b>
April '09	125	289	\$ 34,126	72	289	\$ 14,982	197	578	\$ 49,108
May '09	118	265	\$ 36,112	77	252	\$ 16,309	195	517	\$ 52,421
June '09	192	473	\$ 70,031	202	409	\$ 25,769	394	882	\$ 95,801
<b>Q4 Totals</b>	<b>435</b>	<b>1,027</b>	<b>\$ 140,269</b>	<b>351</b>	<b>950</b>	<b>\$ 57,060</b>	<b>786</b>	<b>1,977</b>	<b>\$ 197,330</b>
<b>FY 2009 Totals</b>	<b>790</b>	<b>1,885</b>	<b>\$ 248,189</b>	<b>415</b>	<b>1,201</b>	<b>\$ 69,921</b>	<b>1,205</b>	<b>3,086</b>	<b>\$ 318,110</b>
July '08	190	461	\$ 68,827	304	600	\$ 36,049	494	1,061	\$ 104,875

### Trade Shows Attended (prepaid by prior executive director)

- Bay Area Travel Show
- LA Times Travel Show
- Phoenix Travel Show

### Public Relations

- Attended California Conference on Tourism
- Hosted Kristen Schott, writer for *OC Family Magazine*



### Financial Accountability

The CVB maintained a separate banking account that received and expended only those funds which were allocated through the CTBID for marketing and general administration. The CVB ended FY 2009 with a net income of -\$85,652 even though the remaining balance in the BID account was \$1,062. Part of the reason for the high loss was the CCVB was asked to forgo its last two funding payments equating to \$74,800 to ensure the CTBID's budget would balance. Had these payments been made the loss would only have been \$10,852 instead of \$85,652 as stated on the financials.

### Visitor Information Center

Visit Carlsbad manages and administers the day-to-day functions of the VIC with one full-time staff person and one part-time person. The VIC operates seven days a week, 9:00 am to 5:00 pm, Monday through Friday, along with a shortened weekend schedule. 30 volunteers staff the center to provide personalized attention to guests and visitors needing assistance.

- **Visitors** – 8,058 visitors came into the center from January 1 – July 31, 2009.
- **E-mail Inquiries** – 1,634 incoming requests for a visitors guide were received.
- **Telephone Inquiries** – 1,010 incoming telephone calls were handled by the volunteers.
- **Letter Inquiries** – 288 personal letters were received, both domestic and international, in origin. Many of the letters include thanks to the staff for their assistance.
- **Lodging Referrals** – 384 requests for lodging assistance were handled by the volunteers, which included room availability, room price, location, and directional assistance. Referrals to specific properties were based on particular information provided by the person who had requested specifics, such as price range, location, proximity to area attractions, dining and other points of interest.
- **Activity Referrals** – 739 specific referrals to attractions, shopping, LEGOLAND, restaurants and special events.
- **Volunteer Shifts** – 493 shifts were staffed by the volunteers
- **Volunteer Hours** – 1,459 hours of public service, were logged by the volunteers.
- **Volunteer In-Kind Service** – \$21,885 hours contributed by the volunteers.
- **Top 5 States Represented** - California-Arizona-Washington-Colorado-Minnesota

9:17 AM  
09/02/09  
Cash Basis

**Carlsbad Convention & Visitors Bureau**  
**Profit & Loss**  
**January through June 2009**

	Jan - Jun 09
Ordinary Income/Expense	
Income	
400-000 · FUNDING	
400-005 · CTBID	149,600.00
Total 400-000 · FUNDING	149,600.00
Total Income	149,600.00
Expense	
600-000 · SALARY, WAGES & BENEFITS	
600-005 · Salary & Wages	55,141.99
600-007 · Salary & Wages - Officers	10,000.02
600-010 · Payroll Taxes	6,224.31
600-015 · Benefits	
600-017 · Group Insurance - Medical	3,211.40
600-022 · SIMPLE IRA	-450.00
Total 600-015 · Benefits	2,761.40
600-030 · Insurance Workers' Comp	1,103.35
Total 600-000 · SALARY, WAGES & BENEFITS	75,231.07
610-000 · VISITOR CENTER OPERATIONS	
610-005 · Bank Related Fees	23.41
610-015 · Equipment Purchases/Replacement	134.35
610-016 · Equipment Rentals	
610-017 · Copy Machine	1,068.42
610-019 · Postage Machine	529.88
Total 610-016 · Equipment Rentals	1,598.30
610-020 · Equipment Repair & Servicing	
610-022 · Computer	3,076.69
610-029 · Other Repairs & Service	58.28
Total 610-020 · Equipment Repair & Servicing	3,134.97
610-030 · Grounds Maintenance	200.00
610-050 · Membership Dues	
610-058 · Credit Card Membership	60.00
Total 610-050 · Membership Dues	60.00
610-060 · Mileage Reimbursement	
610-062 · Monthly Allotment - Frankie	400.00
610-063 · Reimbursable Miles	3.00
Total 610-060 · Mileage Reimbursement	403.00
610-065 · Misc Items	95.90
610-070 · Office Supplies	
610-079 · Office Supplies, General	69.75
610-070 · Office Supplies - Other	647.99
Total 610-070 · Office Supplies	717.74
610-080 · Postage / Federal Express	
610-081 · USPS / Postal Meter	549.99
610-082 · USPS / Non-Postal Meter	1,071.66
610-083 · FedEx/Overnight Delivery	22.00
Total 610-080 · Postage / Federal Express	1,643.65
610-110 · Professional Services	
610-112 · Bookkeeping	958.00
610-113 · Legal	797.50
610-114 · Payroll Service	645.00
610-110 · Professional Services - Other	30.00
Total 610-110 · Professional Services	2,430.50



9:17 AM  
09/02/09  
Cash Basis

# Carlsbad Convention & Visitors Bureau

## Profit & Loss

### January through June 2009

	Jan - Jun 09
610-125 · Taxes (non-payroll)	
610-126 · Business Property Tax	268.00
610-125 · Taxes (non-payroll) - Other	12.68
Total 610-125 · Taxes (non-payroll)	280.68
610-130 · Telephone	
610-131 · Office, 800#	596.14
610-132 · Long Distance	187.86
610-133 · Cellular / Wireless	150.64
Total 610-130 · Telephone	934.64
610-135 · Utilities	
610-136 · SDG&E	1,035.20
Total 610-135 · Utilities	1,035.20
610-140 · Volunteer Programs	
610-143 · Volunteer Program Supplies	216.83
610-140 · Volunteer Programs - Other	187.86
Total 610-140 · Volunteer Programs	404.69
610-000 · VISITOR CENTER OPERATIONS - Other	45.00
Total 610-000 · VISITOR CENTER OPERATIONS	13,142.03
620-000 · DESTINATION MARKETING/BRANDING	
620-010 · Print Media Advertising	
620-012 · Antelope Valley Press	240.00
620-017 · Carlsbad Travel Info Guide	1,652.18
620-024 · San Diego Vacation Planner	14,920.00
620-030 · Vacations	3,350.00
620-032 · Print Ads	3,000.00
620-038 · SD Golf Guide	23,489.22
620-010 · Print Media Advertising - Other	39,609.30
Total 620-010 · Print Media Advertising	86,260.70
620-040 · Internet	
620-041 · Domain Name Regis / Renewals	17.38
620-042 · DSL Connection	180.00
620-043 · Hosting	924.00
620-045 · NXT Book Online Visitor Guide	11,700.00
620-046 · Ongoing Site Maintenance	783.44
620-047 · Pay-Per-Click Marketing	21,700.00
620-048 · Search Engine Optimization	6,000.00
Total 620-040 · Internet	41,304.82
620-050 · Brand Consulting & Implement	
620-051 · Consulting Fees	28.75
Total 620-050 · Brand Consulting & Implement	28.75
620-060 · Brochure & Visitor Guide Dist	
620-061 · Destination Brochure	2,907.00
620-064 · USPS Bulk Rate	2,649.26
Total 620-060 · Brochure & Visitor Guide Dist	5,556.26
620-070 · Public Relations & Media	
620-078 · Production of "B" Roll film	122.00
620-070 · Public Relations & Media - Other	140.00
Total 620-070 · Public Relations & Media	262.00
620-080 · Marketing ROI	
620-082 · Visitor Profile Surveys	146.52
Total 620-080 · Marketing ROI	146.52
620-090 · Professional Conferences	
620-091 · CalTIA Annual Conference	485.00
Total 620-090 · Professional Conferences	485.00

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**Carlsbad Convention & Visitors Bureau**  
**Profit & Loss**  
January through June 2009

	Jan - Jun 09
620-100 · Print Production	
620-103 · Visitors Guide	6,000.00
Total 620-100 · Print Production	6,000.00
620-110 · Consumer Travel Shows	
620-111 · Arizona Travel Show	
620-113 · Lodging	156.90
620-116 · Transportation	356.31
620-117 · Furnishings	196.72
620-111 · Arizona Travel Show - Other	425.47
Total 620-111 · Arizona Travel Show	1,135.40
620-121 · Bay Area Travel Show	
620-126 · Transportation	260.59
620-121 · Bay Area Travel Show - Other	1,072.35
Total 620-121 · Bay Area Travel Show	1,332.94
620-131 · LA Times Travel & Adventure	
620-133 · Lodging	637.44
620-136 · Transportation	20.00
620-131 · LA Times Travel & Adventure - Other	301.65
Total 620-131 · LA Times Travel & Adventure	959.09
620-110 · Consumer Travel Shows - Other	563.73
Total 620-110 · Consumer Travel Shows	3,991.16
620-164 · Professional Memberships	
620-168 · Travel Industry Association	800.00
620-169 · Destination Mktg Assoc	950.00
Total 620-164 · Professional Memberships	1,750.00
620-170 · Event Sponsorships	
620-171 · ArtSplash	725.00
Total 620-170 · Event Sponsorships	725.00
620-180 · Subscription & Publications	
620-182 · San Diego Business Journal	69.00
620-184 · USAE News	150.00
620-180 · Subscription & Publications - Other	150.00
Total 620-180 · Subscription & Publications	369.00
Total 620-000 · DESTINATION MARKETING/BRANDING	146,879.21
Total Expense	235,252.31
Net Ordinary Income	-85,652.31
Net Income	-85,652.31



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**Carlsbad Convention & Visitors Bureau**  
**Profit & Loss**  
July 2008 through June 2009

	Jul '08 - Jun 09
Ordinary Income/Expense	
Income	
400-000 · FUNDING	
400-005 · CTBID	374,000.00
400-011 · County of San Diego	3,000.00
Total 400-000 · FUNDING	377,000.00
410-000 · PRODUCT REVENUE	
410-012 · Depot Sales - Taxable	928.15
Total 410-000 · PRODUCT REVENUE	928.15
420-000 · MARKETING PARTNERSHIPS	
420-005 · Advertising	17,700.00
420-010 · Partners' Marketing Assessments	14,377.00
420-020 · Website Advertising	9,750.00
Total 420-000 · MARKETING PARTNERSHIPS	41,827.00
HOTEL CO-OP	
Travel Show reimbursements	800.00
Total HOTEL CO-OP	800.00
430-000 · INTERNET INCOME	
430-005 · ARES Online Booking	6,266.32
430-010 · Banner Advertising	101.59
Total 430-000 · INTERNET INCOME	6,367.91
MARKETING PARTNERSHIP	
Visitors Guide 2002-03	-0.02
Total MARKETING PARTNERSHIP	-0.02
440-005 · MISCELLANEOUS PROMOTIONS	4,140.00
Total Income	431,063.04
Expense	
600-000 · SALARY, WAGES & BENEFITS	
600-005 · Salary & Wages	102,034.76
600-007 · Salary & Wages - Officers	105,989.86
600-010 · Payroll Taxes	17,289.09
600-015 · Benefits	
600-017 · Group Insurance - Medical	6,128.36
600-019 · Flexible Spending Account	2,450.00
600-022 · SIMPLE IRA	523.50
Total 600-015 · Benefits	9,101.86
600-030 · Insurance Workers' Comp	2,183.45
Total 600-000 · SALARY, WAGES & BENEFITS	236,599.02
610-000 · VISITOR CENTER OPERATIONS	
610-005 · Bank Related Fees	
610-007 · Merchant Fee	428.95
610-005 · Bank Related Fees - Other	23.41
Total 610-005 · Bank Related Fees	452.36
610-010 · Board of Directors Expenses	
610-014 · Misc Expenses	14,074.28
Total 610-010 · Board of Directors Expenses	14,074.28
610-015 · Equipment Purchases/Replacement	2,218.24
610-016 · Equipment Rentals	
610-017 · Copy Machine	2,672.35
610-018 · Fire Extinguisher	51.70
610-019 · Postage Machine	1,651.06
Total 610-016 · Equipment Rentals	4,375.11

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**Carlsbad Convention & Visitors Bureau**  
**Profit & Loss**  
**July 2008 through June 2009**

	Jul '08 - Jun 09
610-020 · Equipment Repair & Servicing	
610-022 · Computer	2,835.04
610-023 · Telephone	133.24
610-029 · Other Repairs & Service	58.28
Total 610-020 · Equipment Repair & Servicing	3,026.56
610-030 · Grounds Maintenance	203.55
610-035 · Insurance Coverages	
610-036 · Directors & Officers	1,550.00
610-037 · General Liability	691.00
Total 610-035 · Insurance Coverages	2,241.00
610-040 · Items for Resale	378.40
610-041 · Local Conferences/Meetings	
610-047 · State of City of Luncheon	450.00
610-049 · Other Local Conferences/Meeting	13,729.43
610-041 · Local Conferences/Meetings - Other	5,200.00
Total 610-041 · Local Conferences/Meetings	19,379.43
610-050 · Membership Dues	
610-058 · Credit Card Membership	60.00
610-052 · Carlsbad Chamber of Commerce	355.00
610-053 · Carlsbad Hi-Noon Rotary	870.00
610-054 · San Diego CVB	550.00
610-057 · CALTIA Dues	550.00
Total 610-050 · Membership Dues	2,385.00
610-060 · Mileage Reimbursement	
610-061 · Monthly Allotment - Kurt	700.00
610-062 · Monthly Allotment - Frankie	1,300.00
610-063 · Reimbursable Miles	3.00
Total 610-060 · Mileage Reimbursement	2,003.00
610-065 · Misc Items	326.90
610-070 · Office Supplies	
610-072 · Copy Paper	141.13
610-073 · Printer Cartridges/Drum	161.61
610-074 · Software	123.76
610-079 · Office Supplies, General	792.71
610-070 · Office Supplies - Other	647.99
Total 610-070 · Office Supplies	1,867.20
610-080 · Postage / Federal Express	
610-081 · USPS / Postal Meter	1,049.99
610-082 · USPS / Non-Postal Meter	1,120.24
610-083 · FedEx/Overnight Delivery	22.00
610-080 · Postage / Federal Express - Other	-67.94
Total 610-080 · Postage / Federal Express	2,124.29
610-100 · Printing	
610-102 · CVB Letterhead	449.21
610-103 · Visitor Guide Envelopes	1,803.35
610-104 · Specialty Orders	2,125.48
610-105 · Staff Business Cards	93.57
Total 610-100 · Printing	4,471.61
610-110 · Professional Services	
610-111 · Accounting	840.00
610-112 · Bookkeeping	2,201.75
610-113 · Legal	797.50
610-114 · Payroll Service	1,385.00
610-110 · Professional Services - Other	30.00
Total 610-110 · Professional Services	5,254.25

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**Carlsbad Convention & Visitors Bureau**  
**Profit & Loss**  
**July 2008 through June 2009**

	Jul '08 - Jun 09
610-125 · Taxes (non-payroll)	
610-126 · Business Property Tax	349.00
610-128 · State Tax	10.00
610-125 · Taxes (non-payroll) - Other	12.68
Total 610-125 · Taxes (non-payroll)	371.68
610-130 · Telephone	
610-131 · Office, 800#	2,026.62
610-132 · Long Distance	621.68
610-133 · Cellular / Wireless	1,070.28
Total 610-130 · Telephone	3,718.58
610-135 · Utilities	
610-136 · SDG&E	2,234.46
Total 610-135 · Utilities	2,234.46
610-140 · Volunteer Programs	
610-141 · Appreciation Awards Program	700.00
610-143 · Volunteer Program Supplies	593.78
610-140 · Volunteer Programs - Other	201.86
Total 610-140 · Volunteer Programs	1,495.64
610-000 · VISITOR CENTER OPERATIONS - Other	45.00
Total 610-000 · VISITOR CENTER OPERATIONS	72,646.54
620-000 · DESTINATION MARKETING/BRANDING	
620-010 · Print Media Advertising	
620-011 · Anaheim/OC Visitor Guide	2,420.00
620-012 · Antelope Valley Press	416.25
620-013 · Arthur Frommer's Budget Travel	10,681.20
620-016 · Carlsbad Chamber Directory	1,795.00
620-017 · Carlsbad Travel Info Guide	1,652.18
620-018 · Conde Naste Traveler	5,701.80
620-019 · National Geographic Traveler	6,060.40
620-024 · San Diego Vacation Planner	14,920.00
620-025 · SATW Annual Directory	2,482.13
620-029 · Travel 50 & Beyond	690.00
620-030 · Vacations	4,680.00
620-032 · Print Ads	8,260.00
620-036 · Direct Mail Programs	1,578.92
620-037 · California Drives	8,005.22
620-038 · SD Golf Guide	23,489.22
620-010 · Print Media Advertising - Other	48,109.30
Total 620-010 · Print Media Advertising	140,941.62
620-040 · Internet	
620-041 · Domain Name Regis / Renewals	256.14
620-042 · DSL Connection	539.94
620-043 · Hosting	1,518.00
620-045 · NXT Book Online Visitor Guide	11,700.00
620-046 · Ongoing Site Maintenance	1,276.74
620-047 · Pay-Per-Click Marketing	39,095.00
620-048 · Search Engine Optimization	12,000.00
Total 620-040 · Internet	66,385.82
620-050 · Brand Consulting & Implement	
620-051 · Consulting Fees	28.75
Total 620-050 · Brand Consulting & Implement	28.75
620-060 · Brochure & Visitor Guide Dist	
620-061 · Destination Brochure	5,449.96
620-064 · USPS Bulk Rate	6,448.10
Total 620-060 · Brochure & Visitor Guide Dist	11,898.06



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**Carlsbad Convention & Visitors Bureau**  
**Profit & Loss**  
July 2008 through June 2009

	Jul '08 - Jun 09
620-070 · Public Relations & Media	
620-075 · Media & Travel Writer FAM's	248.33
620-077 · Media/PR Resources	18.00
620-078 · Production of "B" Roll film	122.00
620-079 · PR Web Direct	200.00
620-070 · Public Relations & Media - Other	140.00
Total 620-070 · Public Relations & Media	728.33
620-080 · Marketing ROI	
620-082 · Visitor Profile Surveys	146.52
Total 620-080 · Marketing ROI	146.52
620-090 · Professional Conferences	
620-091 · CalTIA Annual Conference	549.55
620-095 · DMAI Annual Conference	1,601.27
620-097 · PRSA/Travel & Tourism/SATW	214.95
620-098 · Travel Media Showcase	-1,000.00
Total 620-090 · Professional Conferences	1,365.77
620-100 · Print Production	
620-101 · Creative Design & Proof Copy	200.00
620-103 · Visitors Guide	6,000.00
620-100 · Print Production - Other	949.40
Total 620-100 · Print Production	7,149.40
620-110 · Consumer Travel Shows	
620-111 · Arizona Travel Show	
620-113 · Lodging	156.90
620-115 · Registration	1,550.00
620-116 · Transportation	356.31
620-117 · Furnishings	196.72
620-111 · Arizona Travel Show - Other	425.47
Total 620-111 · Arizona Travel Show	2,685.40
620-121 · Bay Area Travel Show	
620-126 · Transportation	260.59
620-121 · Bay Area Travel Show - Other	1,072.35
Total 620-121 · Bay Area Travel Show	1,332.94
620-131 · LA Times Travel & Adventure	
620-133 · Lodging	637.44
620-136 · Transportation	20.00
620-131 · LA Times Travel & Adventure - Other	301.65
Total 620-131 · LA Times Travel & Adventure	959.09
620-110 · Consumer Travel Shows - Other	563.73
Total 620-110 · Consumer Travel Shows	5,541.16
620-164 · Professional Memberships	
620-167 · Society of Amer Travel Writers	250.00
620-168 · Travel Industry Association	800.00
620-169 · Destination Mktg Assoc	950.00
Total 620-164 · Professional Memberships	2,000.00
620-170 · Event Sponsorships	
620-171 · ArtSplash	1,450.00
620-173 · Village Christmas Tree	1,923.33
620-175 · Carlsbad Music Festival	0.00
Total 620-170 · Event Sponsorships	3,373.33

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**Carlsbad Convention & Visitors Bureau**  
**Profit & Loss**  
**July 2008 through June 2009**

	Jul '08 - Jun 09
620-180 · Subscription & Publications	
620-182 · San Diego Business Journal	69.00
620-184 · USAE News	150.00
620-185 · Smith Travel Research	2,000.00
620-180 · Subscription & Publications - Other	150.00
Total 620-180 · Subscription & Publications	2,369.00
Total 620-000 · DESTINATION MARKETING/BRANDING	241,927.76
PROFESSIONAL SERVICES	
MKTG, ADV, PROMOS	
Advertising & Events	509.22
Total MKTG, ADV, PROMOS	509.22
Total PROFESSIONAL SERVICES	509.22
Total Expense	551,682.54
Net Ordinary Income	-120,619.50
Net Income	-120,619.50



SAN DIEGO NORTH CONVENTION & VISITORS BUREAU

**San Diego North Convention & Visitors Bureau**  
**Carlsbad Sales Report**  
**FY 2008-2009 (1st-4th Qtrs)**  
**July 1, 2008 -June 30, 2009**  
**Report Summary**

<b>Contracted Definite Accounts</b> Booked Between July 1, 2008 -December 31, 2008		<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
Total Accounts:	29	6	6	12	5
Total Room Nights:	6,066	1,139	513	3,209	1,205
Total Room Revenue ( <i>estimated</i> ):	\$742,988	\$146,402	\$51,273	\$396,425	\$148,888
Total On Property Revenue ( <i>estimated</i> ):	\$194,764	\$39,416	\$11,004	\$103,666	\$40,678
Total Property Revenue ( <i>estimated</i> ):	\$937,753	\$185,817	\$62,277	\$500,092	\$189,567
Total Destination Visitor Spending ( <i>estimated</i> ):	\$2,592,645	\$540,917	\$184,660	\$1,342,887	\$524,181
Amount of Funding from BID ( <i>to date</i> ):	\$110,000	\$27,500	\$27,500	\$27,500	\$27,500

<b>Direct Sales Activities</b> Between July 1, 2008 - December 31, 2008		<b>1st Qtr</b>	<b>2nd Qtr</b>	<b>3rd Qtr</b>	<b>4th Qtr</b>
Client Educational Site Tours, Fams & Events:	13	2	2	5	4
Client Trade Shows:	20	4	2	9	5
Client Personal Sales Calls:	22	4	4	7	7
Member Sites, Meetings & Events:	30	7	13	5	5

## Contracted Definite Accounts for Carlsbad

Account & Contracted Properties	Contract Information					Contract Value		
	Event Date	Property Type*	Account Type (N=new/R=repeat)	Blocked Room Nights	Blocked Attend.	Room Revenue*	On-Property Revenue*	Total Property Revenue
<b>1st Quarter FY 2008-2009 - Booked July 1 - September 30, 2008</b>								
<b>National Multiple Sclerosis Society - 2008 Team Rehab United - Bike MS</b>	10/11/2008		R-SMRF	45	40	\$4,600	\$1,012	\$5,612
Holiday Inn Carlsbad-By-The-Sea		M		20		\$2,724	\$763	\$3,487
La Quinta Cbad		L		25		\$1,875	\$249	\$2,125
<b>National Multiple Sclerosis Society - 2008 Team Saddle Soars - Bike MS</b>	10/11/2008		R-SMRF	18	40	\$2,452	\$687	\$3,139
Inns of America Suites		M		18		\$2,452	\$687	\$3,139
<b>National Multiple Sclerosis Society - 2008 Bike MS Host Hotel for Staff, Sponsors &amp; Volunteer</b>	10/11/2008		R-SMRF	50	100	\$6,811	\$1,907	\$8,718
Courtyard by Marriott Carlsbad		M		50		\$6,811	\$1,907	\$8,718
<b>National Multiple Sclerosis Society - 2008 Team Bill's Biker Backers - Bike MS</b>	10/11/2008		R-SMRF	23	30	\$1,725	\$229	\$1,955
Ramada Suites Carlsbad 760-438-4547 fax		L		23		\$1,725	\$229	\$1,955
<b>National Multiple Sclerosis Society - 2008 Bike MS Preferred Hotel Accommodations</b>	10/11/2008		R-SMRF	291	582	\$33,825	\$8,424	\$42,249
Courtyard by Marriott Carlsbad		M		20		\$2,724	\$763	\$3,487
Grand Pacific Palisades		M		15		\$2,043	\$572	\$2,615
Hampton Inn Carlsbad		L		10		\$750	\$100	\$850
Hilton Garden Inn Carlsbad Beach		M		10		\$1,362	\$381	\$1,744
Holiday Inn Carlsbad-By-The-Sea		M		51		\$6,947	\$1,945	\$8,892
Homewood Suites Carlsbad		L		20		\$1,500	\$200	\$1,700
Inns of America Suites		M		20		\$2,724	\$763	\$3,487
La Quinta Cbad		L		15		\$1,125	\$150	\$1,275
Ramada Suites Carlsbad		L		50		\$3,751	\$499	\$4,249
Sheraton Carlsbad Resort		M		55		\$7,492	\$2,098	\$9,590
West Inn & Suites Carlsbad		M		25		\$3,406	\$954	\$4,359
<b>United Church of God - 2008 Feast of the Tabernacles Conference</b>	10/13/2008		R-CONF	712	267	\$96,989	\$27,157	\$124,145
Beachwalk Villas		M		72		\$9,808	\$2,746	\$12,554
Resorttime.com (Carlsbad Inn VR)		M		120		\$16,346	\$4,577	\$20,923
Resorttime.com (Carlsbad Seapoint VR)		M		120		\$16,346	\$4,577	\$20,923
Resorttime.com (Grand Pacific VR)		M		160		\$21,795	\$6,103	\$27,898
Ocean Palms Beach Resort,		M		240		\$32,693	\$9,154	\$41,847
<b>TOTAL REPEAT ACCOUNTS 1st QUARTER FY 2008-2009</b>			<b>7 Accounts</b>	<b>1,139</b>	<b>1,059</b>	<b>\$146,402</b>	<b>\$39,416</b>	<b>\$185,817</b>
<b>1ST QUARTER FY 2008-2009 DEFINITE BOOKINGS INTO CARLSBAD</b>	<b>6 Accounts</b>		<b>Repeat= 6 New= 0</b>	<b>1,139</b>	<b>1,059</b>	<b>\$146,402</b>	<b>\$39,416</b>	<b>\$185,817</b>

## Contracted Definite Accounts for Carlsbad

Account & Contracted Properties	Contract Information					Contract Value		
	Event Date	Property Type*	Account Type (N=new/R=repeat)	Blocked Room Nights	Blocked Attend.	Room Revenue*	On-Property Revenue*	Total Property Revenue
<b>2nd Quarter FY 2008-2009 - Booked October 1 - December 31, 2008</b>								
<b>NEW ACCOUNTS 2nd QUARTER FY 2008-2009</b>								
American Fidelity Assurance Company - January Team Meeting Grand Pacific Palisades	01/08/2009	M	N-CORP	10 10	17	\$1,362 \$1,362	\$381 \$381	\$1,744 \$1,744
Simi Valley Harley Davidson Owners Chapter - Simi Valley HOG Chapter Inns of America Suites	11/06/2009	M	N-SMRF	40 40	40	\$5,449 \$5,449	\$1,526 \$1,526	\$6,974 \$6,974
<b>TOTAL NEW ACCOUNTS 2nd QUARTER FY 2008-2009</b>			<b>2 Accounts</b>	<b>50</b>	<b>57</b>	<b>\$6,811</b>	<b>\$1,907</b>	<b>\$8,718</b>
<b>REPEAT ACCOUNTS 2nd QUARTER FY 2008-2009</b>								
Eagle Creek - December 2008 Biannual Sales Meeting Grand Pacific Palisades	12/03/2008	M	R-CONF	59 59	59	\$8,037 \$8,037	\$2,250 \$2,250	\$10,287 \$10,287
ConferenceDirect (El Cajon, CA) - La Costa Canyon High School Debate Courtyard by Marriott Carlsbad	12/05/2008	M	R-SMRF	100 100	100	\$13,622 \$13,622	\$3,814 \$3,814	\$17,436 \$17,436
Goodguys Rod & Custom Association - 2009 Rod & Custom Show Preferred Accommodations La Quinta Cbad	04/03/2009	L	R-CONF	37 37	25	\$2,775 \$2,775	\$369 \$369	\$3,144 \$3,144
American Rabbit Breeders Association (ARBA) - 2009 California Rabbit & Cavy Shows-Overflood Homewood Suites Carlsbad La Quinta Cbad	10/27/2009	L L	R-CONF	267 105 162	59	\$20,028 \$7,876 \$12,152	\$2,664 \$1,048 \$1,616	\$22,691 \$8,924 \$13,768
<b>TOTAL REPEAT ACCOUNTS 2nd QUARTER FY 2008-2009</b>			<b>4 Accounts</b>	<b>463</b>	<b>243</b>	<b>\$44,462</b>	<b>\$9,097</b>	<b>\$53,559</b>
<b>2ND QUARTER FY 2008-2009 DEFINITE BOOKINGS INTO CARLSBAD</b>	<b>6 Accounts</b>		<b>Repeat= 4 New= 2</b>	<b>513</b>	<b>300</b>	<b>\$51,273</b>	<b>\$11,004</b>	<b>\$62,277</b>



Contracted Definite Accounts for Carlsbad								
Account & Contracted Properties	Contract Information					Contract Value		
	Event Date	Property Type*	Account Type (N=new/R=repeat)	Blocked Room Nights	Blocked Attend.	Room Revenue*	On-Property Revenue*	Total Property Revenue
3rd Quarter FY 2008-2009 - Booked January 1 - March 31, 2009								
NEW ACCOUNTS 3rd QUARTER FY 2008-2009								
ASM International - ASM International Educational Courses: February 2009	02/09/2009		N-CONF	40	15	\$3,000	\$399	\$3,399
Hampton Inn Carlsbad		L		40		\$3,000	\$399	\$3,399
US ARMY - JAG Conference	03/12/2009		N-CONF	330	200	\$44,953	\$12,587	\$57,539
Sheraton Carlsbad		M		330		\$44,953	\$12,587	\$57,539
TOTAL NEW ACCOUNTS 3rd QUARTER FY 2008-2009			2 Accounts	370	215	\$47,953	\$12,986	\$60,939
REPEAT ACCOUNTS 3rd QUARTER FY 2008-2009								
Elite Racing/ Competitor Group, Inc. - 2009 Carlsbad 5,000 Accommodations	04/02/2009		R-SMRF	557	371	\$65,163	\$16,316	\$81,479
Courtyard by Marriott Carlsbad		M		80		\$10,898	\$3,051	\$13,949
Holiday Inn Carlsbad-By-The-Sea		M		160		\$21,795	\$6,103	\$27,898
Inns of America Suites		M		42		\$5,721	\$1,602	\$7,323
La Quinta Cbad		L		95		\$7,126	\$948	\$8,074
Ramada Carlsbad by the Sea		L		80		\$6,001	\$798	\$6,799
Residence Inn by Marriott CBAD		M		100		\$13,622	\$3,814	\$17,436
Elite Racing/ Competitor Group, Inc. - 2009 Carlsbad 5,000 Accommodations	04/02/2009		R-SMRF	145	97	\$17,304	\$4,404	\$21,707
Homewood Suites Carlsbad		L		40		\$3,000	\$399	\$3,399
West Inn & Suites Carlsbad		M		105		\$14,303	\$4,005	\$18,308
San Diego Surf Cup - 2009 San Diego Surf Cup	07/23/2009		R-EVNT	270	135	\$33,107	\$8,608	\$41,715
Courtyard by Marriott Carlsbad		M		140		\$19,071	\$5,340	\$24,411
Homewood Suites Carlsbad		L		60		\$4,501	\$599	\$5,099
Residence Inn by Marriott CBAD		M		70		\$9,535	\$2,670	\$12,205
San Diego Surf Cup - 2009 San Diego Surf Cup	07/30/2009		R-EVNT	270	203	\$33,107	\$8,608	\$41,715
Courtyard by Marriott Carlsbad		M		140		\$19,071	\$5,340	\$24,411
Homewood Suites Carlsbad		L		60		\$4,501	\$599	\$5,099
Residence Inn by Marriott CBAD		M		70		\$9,535	\$2,670	\$12,205
United Church of God - 2009 Feast of the Tabernacles Conference	10/02/2009		R-CONF	712	267	\$96,989	\$27,157	\$124,145
Beachwalk Villas Vacation Resort		M		72		\$9,808	\$2,746	\$12,554
Resorttime: Carlsbad Seapoint		M		120		\$16,346	\$4,577	\$20,923
Resorttime Carlsbad Beach Resort		M		120		\$16,346	\$4,577	\$20,923
Resorttime Grand Pacific Palisades		M		160		\$21,795	\$6,103	\$27,898
Ocean Palms Beach Resort		M		240		\$32,693	\$9,154	\$41,847
National Multiple Sclerosis Society - 2009 Anthem Blue Cross Rebels-MS Bike	10/10/2009		R-SMRF	20	30	\$2,724	\$763	\$3,487
Courtyard by Marriott Carlsbad		M		20		\$2,724	\$763	\$3,487
National Multiple Sclerosis Society - 2009 Bike MS Preferred Hotel Accomodations	10/10/2009		R-SMRF	360	720	\$39,552	\$9,365	\$48,917
Courtyard by Marriott Carlsbad		M		50		\$6,811	\$1,907	\$8,718
Grand Pacific Palisades Resort & Hotel		M		25		\$3,406	\$954	\$4,359
Hampton Inn Carlsbad		L		10		\$750	\$100	\$850
Hilton Garden Inn Carlsbad Beach		M		10		\$1,362	\$381	\$1,744
Homewood Suites Carlsbad		L		10		\$750	\$100	\$850
Inns of America Suites		M		20		\$2,724	\$763	\$3,487
La Quinta Cbad		L		40		\$3,000	\$399	\$3,399
Ramada Carlsbad by the Sea		L		50		\$3,751	\$499	\$4,249
Residence Inn by Marriott CBAD		M		30		\$4,087	\$1,144	\$5,231
Sheraton Carlsbad		M		50		\$6,811	\$1,907	\$8,718
West Inn & Suites Carlsbad		M		20		\$2,724	\$763	\$3,487
Quality Inn & Suites Carlsbad		L		45		\$3,375	\$449	\$3,824

<b>National Multiple Sclerosis Society - 2009 Key Staff, Vendors &amp; Volunteers</b>	<b>10/10/2009</b>		<b>R-SMRF</b>	<b>110</b>	<b>50</b>	<b>\$11,924</b>	<b>\$2,787</b>	<b>\$14,711</b>
Courtyard by Marriott Carlsbad		M		40		\$5,449	\$1,526	\$6,974
La Quinta Cbad		L		15		\$1,125	\$150	\$1,275
West Inn & Suites Carlsbad		M		20		\$2,724	\$763	\$3,487
Quality Inn & Suites Carlsbad		L		35		\$2,625	\$349	\$2,975
<b>San Diego Surf Cup - 2009 San Diego Surf Cup</b>	<b>11/26/2009</b>		<b>R-EVNT</b>	<b>295</b>	<b>590</b>	<b>\$34,982</b>	<b>\$8,858</b>	<b>\$43,840</b>
Courtyard by Marriott Carlsbad		M		140		\$19,071	\$5,340	\$24,411
Homewood Suites Carlsbad		L		85		\$6,376	\$848	\$7,224
Residence Inn by Marriott CBAD		M		70		\$9,535	\$2,670	\$12,205
<b>ConferenceDirect (El Cajon, CA) - La Costa Canyon High School Debate</b>	<b>12/05/2009</b>		<b>R-SMRF</b>	<b>100</b>	<b>100</b>	<b>\$13,622</b>	<b>\$3,814</b>	<b>\$17,436</b>
Courtyard by Marriott Carlsbad		M		100		\$13,622	\$3,814	\$17,436
<b>TOTAL REPEAT ACCOUNTS 3RD QUARTER FY 2008-2009</b>			<b>10 Accounts</b>	<b>2,839</b>	<b>2,563</b>	<b>\$348,472</b>	<b>\$90,681</b>	<b>\$439,153</b>
<b>3RD QUARTER FY 2008-2009 DEFINITE BOOKINGS INTO CARLSBAD</b>	<b>12 Accounts</b>		<b>Repeat= 10 New= 2</b>	<b>3,209</b>	<b>2,778</b>	<b>\$396,425</b>	<b>\$103,666</b>	<b>\$500,092</b>

Contracted Definite Accounts for Carlsbad								
Account & Contracted Properties	Contract Information					Contract Value		
	Event Date	Property Type*	Account Type (N=new/R=repeat)	Blocked Room Nights	Blocked Attend.	Room Revenue*	On-Property Revenue*	Total Property Revenue
4th Qtr FY 2008-2009 - Booked April 1-June 30, 2009								
NEW ACCOUNTS 4th QUARTER FY 2008-2009								
ConferenceDirect (Seaside, CA) - San Diego County Bar Association Annual Retreat	01/22/2010		N-CONF	27	25	\$1,928	\$256	\$2,184
La Costa Resort & Spa		L		27		\$1,928	\$256	\$2,184
TOTAL NEW ACCOUNTS 4th QUARTER FY 2008-2009			1 Account	27	25	\$1,928	\$256	\$2,184
REPEAT ACCOUNTS 4th QUARTER FY 2008-2009								
ConferenceDirect (El Cajon, CA) - Add-on La Costa Canyon High School Debate	12/04/2009		R-SMRF	40	40	\$5,640	\$1,579	\$7,219
Inns of America Suites		M		40		\$5,640	\$1,579	\$7,219
In Motion, Inc. Event Marketing & Management -2010 Carlsbad Marathon Event	01/23/2010		R-SMRF	764	382	\$99,723	\$28,875	\$128,597
Courtyard by Marriott Carlsbad		M		85		\$11,985	\$3,356	\$15,341
Four Seasons Resort Aviara		U		30		\$7,800	\$3,900	\$11,700
Grand Pacific Palisades Resort & Hotel		M		100		\$14,100	\$3,948	\$18,048
Homewood Suites Carlsbad		L		39		\$2,785	\$370	\$3,155
Inns of America Suites		M		60		\$8,460	\$2,369	\$10,829
La Costa Resort & Spa		U		25		\$6,500	\$3,250	\$9,750
La Quinta Cbad		L		60		\$4,284	\$570	\$4,854
Ramada Carlsbad by the Sea		L		110		\$7,854	\$1,045	\$8,899
Residence Inn by Marriott CBAD		M		70		\$9,870	\$2,764	\$12,634
Sheraton Carlsbad		M		110		\$15,510	\$4,343	\$19,853
West Inn & Suites		M		75		\$10,575	\$2,961	\$13,536
National Multiple Sclerosis Society - 2010 Bike MS Preferred Hotel Accommodations	10/15/2010		R-SMRF	337	674	\$38,956	\$9,617	\$48,573
Courtyard by Marriott Carlsbad		M		50		\$7,050	\$1,974	\$9,024
Grand Pacific Palisades Resort & Hotel		M		50		\$7,050	\$1,974	\$9,024
Hilton Garden Inn Carlsbad Beach		M		20		\$2,820	\$790	\$3,610
Inns of America Suites		M		30		\$4,230	\$1,184	\$5,414
Ramada Carlsbad by the Sea		L		73		\$5,212	\$693	\$5,905
Residence Inn by Marriott CBAD		M		35		\$4,935	\$1,382	\$6,317
West Inn & Suites		M		29		\$4,089	\$1,145	\$5,234
Quality Inn & Suites Carlsbad		L		50		\$3,570	\$475	\$4,045
Goodguys Rod & Custom Association - 2010 Rod & Custom Show Add-On Hotel	04/11/2010		R-CONF	37	25	\$2,642	\$351	\$2,993
La Quinta Cbad		L		37		\$2,642	\$351	\$2,993
TOTAL REPEAT ACCOUNTS 4th QUARTER FY 2008-2009			4 Accounts	1,178	1,121	\$146,961	\$40,422	\$187,383
4th QUARTER FY 2008-2009 DEFINITE BOOKINGS INTO CARLSBAD	5 Accounts		Repeat= 4 New= 1	1,205	1,146	\$148,888	\$40,678	\$189,567
GRAND TOTAL FY 2008-2009 DEFINITE BOOKINGS INTO CARLSBAD	29 Accounts		Repeat= 24 New= 5	6,066	5,282	\$742,988	\$194,765	\$937,753

Marketing Activities Between July 1, 2008 - December 31, 2008		1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
160-page Visitor Guide Distribution:	40,000	40,000			
Website Unique Users:	309,449	79,372	47,172	72,934	109,971
On-line Reservations:	\$113,170	\$40,902	\$36,321	\$10,444	\$25,503
Media Editorial Value:	\$1,249,592	\$533,280	\$605,012	\$86,285	\$25,015
Visitor Center Referrals:	4,646	1,169	691	1,429	1,357
Direct Mail Contacts:	10,115	3,470	3,942	1,922	781
Consumed History for Contracted Definite Accounts Travel into Carlsbad taking place between July 1, 2008 - December 31, 2008 (some accounts were previously contracted outside of this time frame)		1st Qtr	2nd Qtr	3rd Qtr	4th Qtr
Total Accounts:	24	5	11	5	3
Contracted Room Nights:	6,873	1,181	2,645	2,215	832
Actual Room Nights:	4,872	1,152	2,661	850	209
Actual Room Revenue <i>(estimated)</i> :	\$877,197	\$236,109	\$505,163	\$107,222	\$28,703
Actual On-Property Revenue <i>(estimated)</i> :	\$364,065	\$116,400	\$211,160	\$28,584	\$7,921
Actual Total Property Revenue <i>(estimated)</i> :	\$1,241,262	\$352,509	\$716,323	\$135,805	\$36,625
Actual Destination Visitor Spending <i>(estimated)</i> :	\$1,635,855	\$480,342	\$661,479	\$391,995	\$102,039

## Direct Sales Activities

1ST-4th Quarters FY 2008-2009

### CLIENT EDUCATIONAL SITE TOURS / FAMS / EVENTS

➤National Technologies Associates - site	➤Meetings Global - site	➤Parker Pacific - site
➤Meetings Innovations - site	➤Concepts Worldwide Anniversary Gala	➤Tri-City Hospital Foundation Black Tie Gala
➤Catalina Restaurant Group - site	➤Patent Resources Group - site	➤Buick Invitational Client Event Sites
➤Heery International -site	➤United Church of God - site	➤Buick Invitational Pro Am Client Event
➤San Diego North Showcase with 9 planners	➤Meeting Industry Lades Open Trade Show, Reception & Dinner	➤Campus Crusade for Christ - site
➤MPI Los Angeles Event	➤MPI San Diego Best Practices Round Table	➤Campus Crusade for Christ - site

### CLIENT TRADE SHOWS

➤MPI WEC - Las Vegas (63 Planners)	➤ASAE Annual Meeting & Exposition - San Diego, CA (91 planners)	➤Affordable Meetings National - Washington DC (108 planners)
➤The Motivation Show - Chicago, IL (68 planners)	➤NAILBA Annual Confer. & Trade Show, San Diego, CA (1,000 planners)	➤CALSAE- Sacramento, CA (153 planners)
➤Travel Green Trade Show - Sacramento, CA (389 Planners)	➤RCMA Trade Show- Grand Rapids, MI (53 planners)	➤Successful Meetings Virtual Trade Show (20 planners)
➤MPI Northern California- San Francisoc (70 Planners)	➤Destinations Showase - Washington, DC (82 planners)	➤Experient EnVision - Kansas City, MO (25 planners)
➤ConferenceDirect Partner Meeting -San Diego, CA (27 planners)	➤MIC of Colorado, Denver, CO (25 planners)	➤international Franchise Association - San Diego, CA (45 planners)
➤Affordable Meetings Mid-America - Chicago, IL (100 Planners)	➤Successful Meetings University - San Diego, CA (18 planners)	➤The Smart Meeting - Sausalito, CA (18 planners)
➤Successful Meetings Virtual Trade Show	➤Affordable Meetings West - San Jose, CA (50 planners)	➤San Diego Business Travel Association Lunch Meeting

### CLIENT PERSONAL SALES CALLS

➤Continuit - sales call with 1 planner	➤In-Motion sales call with 1 planner (2x)	➤Orange Coast Community College sales call with 1 planner
➤Expedia sales call with 1 representative	➤Concepts Worldwide sales call & lunch	➤Orange County sales calls to 4 planners
➤National Multiple Sclerosis Society 2009 & 2010 meeting (3x)	➤Carlsbad Sales Calls with Sheraton Carlsbad to 5 planners	➤Sacramento sales calls to 4 planners
➤Los Angeles sales call with 3 planners	➤San Francisco Sales Calls with 5 planners	➤Carlsbad 5,000 2010 Update with Getzee Event Solutions
➤Los Angeles & OC Sales Blitz to 49 planners	➤Phoenix Sales Calls with 8 planners	➤Signal Group with 1 planner
➤San Jose Sales Calls to 9 planners	➤Houston Sales Calls with 7 planners	➤BIOCOM with 1 planner
➤SeaSpine to 1 planner	➤Parker Pacific with 2 planners	

### MEMBER SITE INSPECTIONS / MEETINGS / EVENTS

➤BID reporting process meetings with Grand Pacific and La Costa	➤La Quinta Carlsbad sales update	➤Grand Pacific Palisades site and lunch (2x)
➤Sheraton Carlsbad site (3x)	➤Hilton Garden Inn Carlsbad Client Appreciation Event	➤West Inn & Suites Sales Update
➤Sheraton Carlsbad lunch	➤Courtyard by Marriott Carlsbad site (1x) & sales update/lunch (1x)	➤Four Seasons Resort Aviara site (1x) & sales update (1x)
➤Homewood Suites & Hampton Inn Carlsbad site	➤Holiday Inn/Windmill Banquet site	➤Residence Inn site
➤Inns of America Suites site	➤Four Seasons Resort Aviara Mexico City Meeting Planners Meeting	➤West Inn & Suites site (2x) & sales update (1x)
➤Successful Meetings meeting with La Costa Resort & Spa	➤Carlsbad BID Meeting (4)	➤Carlsbad Tourism Industry Awards
➤La Costa Resort & Spa site & lunch (2x)	➤Courtyard by Marriott Carlsbad St. Patrick's Day Client Event	➤Industry Happy Hour at La Costa Resort & Spa
➤MPI San Diego Best Practices Round Table	➤Carlsbad Marathon Party for a Purpose Event	➤MPI Los Angeles Event
➤San Diego Film Commission Foundation Gala	➤HSMAl Meeting Planner Panel Discussion	➤North County State of the Area Address
➤CONVIS Sales Committee Meeting (2x)	➤Carlsbad City Council Business Forum	➤San Diego Sports Commission Meeting
➤San Diego Business Travel Association Lunch Meeting	➤Hospitality Industry Outlook Meeting	➤Hilton Garden Inn Carlsbad Beach site

### SDNCVB HOSTED MEETINGS & EVENTS

➤San Diego North Fall Mixer - Sheraton Carlsbad
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## Marketing Activities

### COLLATERAL

➤210 references to Carlsbad Points of Interest Highlighted Throughout the SDNCVB Visitor's Guide

### WEB SITE & E-MARKETING

➤412 Carlsbad mentions on SDNCVB Web site with links to members  
➤Carlsbad featured in San Diego North/ARES Fall online promotion, resulting in \$61,000 in room night bookings (Sept-Dec 2008)

➤199,478+ unique visitors to the Web site [www.sandiegonorth.com](http://www.sandiegonorth.com)  
➤4 enewsletters highlighting Carlsbad events & attractions sent to opt-in consumer database

➤ \$113,170 was booked at Carlsbad businesses through our Web site

### MEDIA RELATIONS

➤Generated editorial highlighting Carlsbad valued at \$1,249,592  
➤1 press trip to AZ  
➤1 press trip to Las Vegas  
➤1 press trip to Washington, DC

➤Hosted 7 media site visits to the Carlsbad area  
➤2 press trip to OC  
➤1 press trip to San Francisco/Bay Area  
➤1 press trip to Los Angeles

➤2 press trips to NY  
➤1 press trip to Sacramento  
➤Attended CTTC Media Reception (New York)  
➤1 press trip to Chicago

### VISITOR CENTER REFERRALS

➤4,646 referrals to Carlsbad businesses from SDNCVB Visitor Center

➤10,116 business reply card referrals from the SDNCVB Guide

### DIRECT MAIL

➤MPI WEC pre-show mailer to 1,470 attendees  
➤Holiday Card email to 3,942 clients  
➤Destination Showcase pre show mailer to 900 attendees  
➤Meeting Planner Internet Seminar eBlast to 276 planners

➤ASAE pre-show mailer to 2,000 attendees  
➤e-Newsletter to 3,942 clients  
➤MPI No Cal Post-Show Email to 52 Planners  
➤affordable Meetings West pre-show mailer to 452 attendees

➤CALSAE pre-show mailer to 561 attendees  
➤RCMA pre-show mailer to 290 attendees  
➤Affordable Meetings Mid-America pre-show mailer to 680 attendees

Consumed History for Contracted Definite Accounts that Traveled to Carlsbad										
Account & Contracted Properties	Contract Information					Consumed/Reported History Value				
	Event Date	Property Type*	Account Type (N=new/R=repeat )	Blocked Room Nights	Blocked Attend.	Actual Room Nights	Actual Attend.	Room Revenue*	On-Property Revenue*	Total Property Revenue
<b>1st Quarter FY 2008-2009 Consumed July 1 - September 31, 2008</b>										
Gigi Grose Management - Motivating the Masses Seminar	07/11/2008		N-SMRF	250	350	250	350	\$26,098	\$5,874	\$31,972
Holiday Inn Carlsbad-By-The-Sea		M		120		120		\$16,346	\$4,577	\$20,923
Ramada Suites Carlsbad		L		90		90		\$6,751	\$898	\$7,649
Quality Inn & Suites Carlsbad		L		40		40		\$3,000	\$399	\$3,399
Fresh Start for Surgical Gifts - Volunteer Appreciation Dinner	08/15/2008		R-EVNT	0	250	0	250	\$0	\$11,454	\$11,454
Sheraton Carlsbad Resort		M		0		0		\$0	\$11,454	\$11,454
Terres Indiennes, Inc. - 2008 Group Tour	08/19/2008		N-SMRF	704	325	704	325	\$183,040	\$91,520	\$274,560
La Costa Resort & Spa		U		704		704		\$183,040	\$91,520	\$274,560
Orange Coast College - World Language Conference	09/05/2008		N-SMRF	15	30	14	30	\$1,907	\$534	\$2,441
Sheraton Carlsbad Resort		M		15		14		\$1,907	\$534	\$2,441
ConferenceDirect (Idaho Office) - Standard Insurance - Service Manager Meeting	09/21/2008		N-CONF	212	50	184	50	\$25,064	\$7,018	\$32,083
Sheraton Carlsbad Resort		M		212		184		\$25,064	\$7,018	\$32,083
<b>1ST QUARTER FY 2008-2009 - TOTAL CONSUMED/TRAVELED BUSINESS</b>	<b>5 Accounts</b>		<b>Repeat= 1 New= 4</b>	<b>1,181</b>	<b>1,005</b>	<b>1,152</b>	<b>1,005</b>	<b>\$236,109</b>	<b>\$116,400</b>	<b>\$352,509</b>
<b>Consumed History for Contracted Definite Accounts that Traveled to Carlsbad</b>										
Account & Contracted Properties	Contract Information					Consumed/Reported History Value				
	Event Date	Property Type*	Account Type (N=new/R=repeat )	Blocked Room Nights	Blocked Attend.	Actual Room Nights	Actual Attend.	Room Revenue*	On-Property Revenue*	Total Property Revenue
<b>2nd Quarter FY 2008-2009 Consumed October 1 - December 31, 2008</b>										
ConferenceDirect (Desert Hot Springs, CA) - CA State Outdoor Advertising Association Annual Meeting	10/02/2008		N-CONF	30	40	30	30	\$7,800	\$3,900	\$11,700
La Costa Resort & Spa		U		30		30		\$7,800	\$3,900	\$11,700
ConferenceDirect (El Cajon, CA) - La Costa Canyon High School Debate	12/05/2008		R-SMRF	100	100	100	100	\$13,622	\$3,814	\$17,436
Courtyard by Marriott Carlsbad		M		100		100		\$13,622	\$3,814	\$17,436
Eagle Creek - December 2008 Biannual Sales Meeting	12/03/2008		R-CONF	59	59	69	80	\$9,399	\$2,632	\$12,031
Grand Pacific Palisades		M		59		69		\$9,399	\$2,632	\$12,031
Meeting Innovations - Infosys Consulting -CONFLUENCE 2008	11/08/2008		N-CONF	1,231	500	1,231	1,231	\$320,060	\$160,030	\$480,090
La Costa Resort & Spa		U		1,231		1,231		\$320,060	\$160,030	\$480,090
National Multiple Sclerosis Society - 2008 Team Rehab United - Bike MS	10/11/2008		R-SMRF	45	40	17	12	\$1,642	\$339	\$1,981
Holiday Inn Carlsbad-By-The-Sea		M		20		6		\$817	\$229	\$1,046
La Quinta Cbad		L		25		11		\$825	\$110	\$935
National Multiple Sclerosis Society - 2008 Team Saddle Soars - Bike MS	10/11/2008		R-SMRF	18	40	15	22	\$2,043	\$572	\$2,615
Inns of America Suites		M		18		15		\$2,043	\$572	\$2,615
National Multiple Sclerosis Society - 2008 Bike MS Host Hotel for Staff, Sponsors & Volunteer Accommodation	10/11/2008		R-SMRF	50	100	50	50	\$6,811	\$1,907	\$8,718
Courtyard by Marriott Carlsbad		M		50		50		\$6,811	\$1,907	\$8,718
National Multiple Sclerosis Society - 2008 Team Disney - Bike MS	10/11/2008		R-SMRF	86	200	86	86	\$6,451	\$858	\$7,309
Motel 6 Carlsbad South		L		40		40		\$3,000	\$399	\$3,399
Quality Inn & Suites Carlsbad		L		46		46		\$3,450	\$459	\$3,909
National Multiple Sclerosis Society - 2008 Team Bill's Biker Backers - Bike MS	10/11/2008		R-SMRF	23	30	23	23	\$1,725	\$229	\$1,955
Ramada Suites Carlsbad		L		23		23		\$1,725	\$229	\$1,955
National Multiple Sclerosis Society - 2008 Bike MS Preferred Hotel Accommodations	10/11/2008		R-SMRF	291	582	244	488	\$27,178	\$6,518	\$33,696
Courtyard by Marriott Carlsbad		M		20		20		\$2,724	\$763	\$3,487
Grand Pacific Palisades		M		15		15		\$2,043	\$572	\$2,615
Hampton Inn Carlsbad		L		10		10		\$750	\$100	\$850
Hilton Garden Inn Carlsbad Beach		M		10		17		\$2,316	\$648	\$2,964
Holiday Inn Carlsbad-By-The-Sea		M		51		47		\$6,402	\$1,793	\$8,195
Homewood Suites Carlsbad		L		20		20		\$1,500	\$200	\$1,700
Inns of America Suites		M		20		16		\$2,180	\$610	\$2,790
La Quinta Cbad		L		15		19		\$1,425	\$190	\$1,615
Ramada Suites Carlsbad		L		50		50		\$3,751	\$499	\$4,249
Sheraton Carlsbad Resort		M		55		5		\$681	\$191	\$872
West Inn & Suites Carlsbad		M		25		25		\$3,406	\$954	\$4,359
United Church of God - 2008 Feast of the Tabernacles Conference	10/13/2008		R-CONF	712	267	796	299	\$108,431	\$30,361	\$138,792
Beachwalk Villas		M		72		76		\$10,353	\$2,899	\$13,251
Resorttime.com (Carlsbad Inn VR)		M		120		135		\$18,390	\$5,149	\$23,539
Resorttime.com (Carlsbad Seapoint VR)		M		120		135		\$18,390	\$5,149	\$23,539
Resorttime.com (Grand Pacific VR)		M		160		180		\$24,520	\$6,865	\$31,385
Ocean Palms Beach Resort		M		240		270		\$36,779	\$10,298	\$47,078

2ND QUARTER FY 2008-2009 - TOTAL CONSUMED/TRAVELED BUSINESS	11 Accounts		Repeat= 9 New= 2	2,645	1,958	2,661	2,421	\$505,163	\$211,160	\$716,323
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Consumed History for Contracted Definite Accounts that Traveled to Carlsbad										
Account & Contracted Properties	Contract Information					Consumed/Reported History Value				
	Event Date	Property Type*	Account Type (N=new/R=repeat )	Blocked Room Nights	Blocked Attend.	Actual Room Nights	Actual Attend.	Room Revenue*	On-Property Revenue*	Total Property Revenue
<b>3rd Quarter FY 2008-2009 Consumed January 1 - March 31, 2009</b>										
American Fidelity Assurance Company - January Team Meeting	01/08/2009		N-CORP	10	17	11	20	\$1,498	420	1,918
Grand Pacific Palisades 760-827-3234 fax		M		10		11		\$1,498	\$420	\$1,918
ASM International - ASM International Educational Courses: February 2009	02/09/2009		N-CONF	40	15	40	15	\$3,000	\$399	\$3,399
Hampton Inn Carlsbad 760-431-2226		L		40		40		\$3,000	\$399	\$3,399
In Motion, Inc. Event Marketing & Management - Cure JM Foundation - 2009 Annual Meeting	01/15/2009		R-SMRF	85	100	68	95	\$9,263	\$2,594	\$11,857
Hilton Garden Inn Carlsbad Beach 760-476-0801 fax		M		85		68		\$9,263	\$2,594	\$11,857
In Motion, Inc. Event Marketing & Management - 2009 Carlsbad Marathon Preferred Accommodations	01/22/2009		R-SMRF	1,750	875	404	202	\$48,916	\$12,699	\$61,615
Courtyard by Marriott Carlsbad 760-431-0777		M		160		38		\$5,176	\$1,449	\$6,626
Grand Pacific Palisades 760-827-3234 fax		M		100		11		\$1,498	\$420	\$1,918
Hampton Inn Carlsbad 760-431-2226		L		100		12		\$900	\$120	\$1,020
Hilton Garden Inn Carlsbad Beach 760-476-0801 fax		M		25		6		\$817	\$229	\$1,046
Holiday Inn Carlsbad-By-The-Sea 760-930-3821 fax		M		200		70		\$9,535	\$2,670	\$12,205
Homewood Suites Carlsbad 760-431-2288		L		120		3		\$225	\$30	\$255
Inns of America Suites 760-929-8219 fax		M		80		19		\$2,588	\$725	\$3,313
La Costa Resort & Spa TIS760-804-7415/GRP438-9007		U		200		3		\$780	\$390	\$1,170
La Quinta Cbad 858-974-8203		L		70		37		\$2,775	\$369	\$3,144
Ramada Carlsbad by the Sea 760-438-4547 fax		L		70		23		\$1,725	\$229	\$1,955
Sheraton Carlsbad 760-827-2429		M		400		45		\$6,130	\$1,716	\$7,846
West Inn & Suites Carlsbad 760-448-4545		M		60		6		\$817	\$229	\$1,046
Ocean Palms Beach Resort, 760-729-0579		M		100		100		\$13,622	\$3,814	\$17,436
Quality Inn & Suites Carlsbad 931-0970		L		65		31		\$2,325	\$309	\$2,635
US ARMY - JAG Conference	03/13/2009		N-CORP	330	200	327	200	\$44,544	\$12,472	\$57,016
Sheraton Carlsbad		M		330		327		\$44,544	\$12,472	\$57,016
<b>3RD QUARTER FY 2008-2009 - TOTAL CONSUMED/TRAVELED BUSINESS</b>	<b>5 Accounts</b>		<b>Repeat= 3 New= 2</b>	<b>2,215</b>	<b>1,207</b>	<b>850</b>	<b>532</b>	<b>\$107,222</b>	<b>\$28,584</b>	<b>\$135,805</b>
<b>4th Quarter FY 2008-2009 Consumed April 1-June 30, 2009</b>										
Elite Racing/ Competitor Group, Inc -2009 Carlsbad 5,000 Accomodations	04/02/2009		R-SMRF	557	371	74	49	\$10,016	\$2,742	\$12,758
Courtyard by Marriott Carlsbad		M		80		65		\$9,165	\$2,566	\$11,731
Holiday Inn Carlsbad-by-the-Sea		M		160		0		\$0	\$0	\$0
Inns of America Suites		M		42		1		\$141	\$39	\$180
La Quinta Inn Carlsbad		L		95		6		\$428	\$57	\$485
Ramada Carlsbad by the Sea		L		80		0		\$0	\$0	\$0
Residence Inn Carlsbad		M		100		2		\$282	\$79	\$361
Elite Racing/ Competitor Group, Inc -Add On Hotesl 2009 Carlsbad 5,000 Accomodations	04/02/2009		R-SMRF	145	97	5	3	\$357	\$47	\$404
Homewood Suites Carlsbad		L		40		5		\$357	\$47	\$404
West Inn & Suites		M		105		0		\$0	\$0	\$0
Cal State University San Marcos - Southern California Forum for Diversity in Graduate Education	04/24/2009		N-Conf	130	80	130	80	\$18,330	\$5,132	\$23,462
Sheraton Carlsbad		M		130	80	130	80	\$18,330	\$5,132	\$23,462
<b>4TH QUARTER FY 2008-2009 - TOTAL CONSUMED/TRAVELED BUSINESS</b>	<b>3 Accounts</b>		<b>Repeat= 2 New= 1</b>	<b>832</b>	<b>548</b>	<b>209</b>	<b>133</b>	<b>\$28,703</b>	<b>\$7,921</b>	<b>\$36,625</b>

### ADRs for 4Q (Updated 9/29/09)

ADR (3) M & I (2)

#### Upscale

Four Seasons Aviara	\$260.00	50% of ADR
La Costa Resort and Spa	\$260.00	50% of ADR

#### Moderate

Residence Inn San Diego Carlsbad	\$141.00	28% of ADR
Tamarack Beach Resort	\$141.00	28% of ADR
Grand Pacific Palisades Resort	\$141.00	28% of ADR
Inns of America Suites Carlsbad	\$141.00	28% of ADR
Courtyard San Diego Carlsbad	\$141.00	28% of ADR
Ocean Palms Beach Resort	\$141.00	28% of ADR
Best Western Beach View Lodge	\$141.00	28% of ADR
Beach Terrace Inn	\$141.00	28% of ADR
Holiday Inn Carlsbad By The Sea	\$141.00	28% of ADR
Carlsbad Inn Beach Resort	\$141.00	28% of ADR
West Inn & Suites @ Carlsbad	\$141.00	28% of ADR
Olympic Resort Hotel & Spa	\$141.00	28% of ADR
Hilton Garden Inn Carlsbad Beach	\$141.00	28% of ADR

#### Limited Service

Carlsbad Lodge	\$71.40	\$9 (13%)	per room night
Travel Inn	\$71.40	\$9 (13%)	per room night
Super 8 Carlsbad	\$71.40	\$9 (13%)	per room night
Scandia Motel	\$71.40	\$9 (13%)	per room night
Extended Stay America	\$71.40	\$9 (13%)	per room night
Surf Motel	\$71.40	\$9 (13%)	per room night
La Quinta Inns Carlsbad	\$71.40	\$9 (13%)	per room night
Motel 6 Carlsbad East	\$71.40	\$9 (13%)	per room night
Ramada Suites Carlsbad	\$71.40	\$9 (13%)	per room night
Quality Inn Carlsbad	\$71.40	\$9 (13%)	per room night
Motel 6 Carlsbad South	\$71.40	\$9 (13%)	per room night
Motel 6 Downtown	\$71.40	\$9 (13%)	per room night



## CARLSBAD TOURISM BUSINESS IMPROVEMENT DISTRICT AGENDA BILL

<b>AB#</b>	<b>09-09-49</b>	<i>Approve Appointment to Visit Carlsbad Board</i>	<b>CTBID STAFF</b>
<b>MTG.</b>	<b>10-15-09</b>		<b>GENERAL</b>
<b>DEPT.</b>	<b>Admin Services</b>		<b>COUNSEL</b>

### **RECOMMENDED ACTION:**

1. Approve appointment of Denise Chapman to the Visit Carlsbad Board.

### **ITEM EXPLANATION:**

At its 5-19-09 meeting, the Carlsbad Tourism Business Improvement District (CTBID) board entered into an agreement with the Carlsbad Convention and Visitors Bureau (dba Visit Carlsbad) to provide tourism promotion services for the CTBID for the period July 1, 2009 through June 30, 2010. A provision in this contract was that the CTBID Board had to approve any changes to the Visit Carlsbad Board.

One of the original board members, George Allen, recently vacated his seat on the Visit Carlsbad Board. In a letter from Visit Carlsbad Board Chair Randy Nakagawa to CTBID Board Chair April Shute, the Visit Carlsbad Board is recommending that the CTBID Board approve the appointment of Denise Chapman from La Costa Resort & Spa to fill this vacancy. (See letter at Exhibit 1)

### **FISCAL IMPACT:**

None.

### **ENVIRONMENTAL IMPACT:**

This action does not approve any projects that will have a physical adverse affect on the environment so it falls within the general rule under CEQA that this is not a project (CEQA Regulation 153789(b)).

### **EXHIBITS:**

1. Letter dated October 2, 2009, from Visit Carlsbad Board Chair, Randy Nakagawa to CTBID Board Chair, April Shute, recommending Denise Chapman to fill vacancy on Visit Carlsbad Board.

DEPARTMENT CONTACT: Cheryl Gerhardt, 760-602-2430, [cheryl.gerhardt@carlsbadca.gov](mailto:cheryl.gerhardt@carlsbadca.gov)

<b>FOR CITY CLERKS USE ONLY.</b>					
<b>BOARD ACTION:</b>	<b>APPROVED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE SPECIFIC</b>	<input type="checkbox"/>	_____
	<b>DENIED</b>	<input type="checkbox"/>	<b>CONTINUED TO DATE UNKNOWN</b>	<input type="checkbox"/>	
	<b>CONTINUED</b>	<input type="checkbox"/>	<b>RETURNED TO STAFF</b>	<input type="checkbox"/>	
	<b>WITHDRAWN</b>	<input type="checkbox"/>	<b>OTHER – SEE MINUTES</b>	<input type="checkbox"/>	
	<b>AMENDED</b>	<input type="checkbox"/>			



October 2, 2009

Ms. April Shute  
Chairwoman  
Carlsbad Tourism Business Improvement District  
City of Carlsbad  
1635 Faraday Ave.  
Carlsbad, CA 92008

Dear April,

The Board of Directors of Visit Carlsbad, Carlsbad's Destination Marketing Organization would like to put forth Ms. Denise Chapman, Director of Marketing with La Costa Resort & Spa, as the replacement for the seat vacated by Mr. George Allen on the Visit Carlsbad board of directors.

Per the agreement between the CTBID and Visit Carlsbad we ask that the CTBID board approve Ms. Chapman at the next CTBID meeting to be held on October 15, 2009. Thank you.

Sincerely,



Randy Nakagawa  
Chairman  
Visit Carlsbad

cc. Sam Ross